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FLEMING'S FLOWER FIELDS
Garden Chrysanthemum Specialists
3100 LEIGHTON AVE., LINCOLN, NEBR.

SPRING TRADE LIST OF "MODERN MUMS FOR 1953"

Once again our trade list features the extra hardy, early flowering Uni. of Nebraska mums. This year's selections, the first of a new race of Carnation Flowered mums are sure to please that large segment of the gardening public which is seeking something new. We earnestly suggest that orders be placed well in advance of desired delivery date in order to avoid dissapointment.

1953 UNIVERSITY OF NEBRASKA INTRODUCTIONS

PATHFINDER (NP 303) The first of a new race of hardy mums which because of their distinctively serrated or notched petals are best described as "Carnation-Flowered". The very double bright yellow 2-3" flowers are borne in clusters of 5-10 on strong upright hedge like plants 22-28" tall. Excellent for bouquets or corsages. Sept. 5th on.

PLAINSMAN (NP 352) Another "Carnation-Flowered" mum. Very double, high centered flowers of deep rusty, bronze-red shading to buff bronze in very hot weather. Petals are deeply notched. Strong, upright wind-firm 24-30" plants bearing myriads of flowers from early Sept. on. Frost tolerant.

Rooted Cuttings of above - \$20.00 per 100.

1952 UNIVERSITY OF NEBRASKA INTRODUCTIONS

ARAPAHOE (NP 143) Huge flowers, 3-5" across without disbudding, are produced on long stems from husky 36" plants. The color is red with reddish-bronze reverse. Petals are long and strap-like with a slight waviness which gives a pleasing informal effect. Arapahoe is very frost tolerant, the plants having withstood repeated freezes in the 20's in the open field without significant damage to buds, flowers or foliage. Sept. 15th.

LESHARA - Husky 30" heavily branched plants covered with sprays of 5-25 double 2-3" flowers from early Sept. until heavy freezes. The color is a very pleasing, unusual one, being mulberry red on opening and shading on age to a softer red with old rose overtones. Leshara proved to be the most frost resistant variety in our fields last fall. We had two early freezes on succcessive nights of 27 and 25 degrees. Flowers were sold to florists shortly after these and ~~following~~ following freezes. A fine variety for borders, pots or cutting. Sept. 8th on.

Rooted cuttings of above - \$12.00 per 100.

ADDITIONAL 1952 INTRODUCTIONS

Rooted Cuttings, per 100

- ALPINGLOW (Kraus) Double, globular 2-3" flowers of shell pink, slightly darker at center. Bushy upright 24" plants. Sept. 25. \$13.00
- BLUSHWHITE (Lehman) A superior new spoon type with tubes and spoons about equal in length. The color is chalk white overlaid soft lavender. Low growing plants. 20". Oct 1st. 12.00
- BRIGADIER (De Petris) Large carmine red pompons. Good bushy growth with excellent foliage. 24" stems for cutting. Oct. 1st. 12.00
- FASCINATION (Bristol) Husky 30" plants bearing many straight stemmed 4" flowers of soft silvery lavender-pink. Flowers often borne singly on heavy stems. Visitors were attracted to it even before blooming by its sturdy habit and large flower buds. Oct. 1st. 12.00
- GOLD HEART (Kraus) Large globular incurved 4" flowers. Color is light primrose yellow when young which changes as flower's age to white with yellow centers. A favorite here last year. Late Sept. 18". 13.00
- GOLD SPOON (Lehman) Large flowers of soft golden yellow shading to apricot yellow. Tubes and spoons of same color. Sept. 25th. 12.00
- JUBILEE (Bristol) A fine new mum which made a wonderful showing here. Strong, prolific 18-24" plants with attractive dark green foliage. Flowers are informal 1-1/2" pompons of deep red. An outstanding feature was its freeze tolerance. Flowers withstood temperatures in the mid 20's without significant damage, this being one of the last mums in our fields to remain colorful. Oct. 1st. 13.00
- MALINDA BROWN (Lehman) Large free flowering bushy upright plants with fully double 3-4" flowers with incurving petals. Color is a lovely lavender rose. Attractive dark green foliage. A fine variety for cutting and for potting. Late Sept. 12.00
- PUMPKIN SPOON (Lehman) A most unique color. Large excellent spoon flowers which open persimmon orange and age to safford yellow. A fine late cut flower or pot plant. 24" Late Sept. 12.00
- ROSEDUST (Kraus) Strong 28" bushy plants with large double flowers of bright old rose borne in clusters on fine stems for cutting. Flowers are quite frost tolerant. Rosedust was a favorite with florists and our visitors. Small plants fine for potting. 15.00
- SPINDRIFT (Bristol) Lovely double 3" flowers, white with creamy centers. Petals are rolled thus giving a cactus-character to flowers. Stocky 18-24" plants blooming from early October on. Splendid for cutting. 13.00

1951 UNIVERSITY OF NEBRASKA INTRODUCTIONS

Rooted cuttings, per 100.

OSCEOLA - Long stemmed 3" flowers of bright yellow during early blooming season which take on overtones of copper with the approach of cool weather thus producing a very attractive blend of fall colors. Well branched 30-36" plants with rich dark green small foliage. An excellent cut flower from August until killing frosts. Small plants were among our finest potted plants last fall. \$10.00

TECUMSEH - A superior cushion mum. Compact mounds 10-15" high are completely covered with 2" flowers. The color is an erythrite red which becomes buff bronze with pink shadings during hot August weather. A fine one for early pot plants and low burners. Tecumseh is one of our largest sellers from the field in the fall from Sept. until late October (weather permitting). 10.00

WHITE CLOUD - A new early white mum which is being well received by growers across the country. We have had many fine reports on its performance from coast to coast. Fully double 3-5" flowers made up of sharply pointed petals are pure white on outside while inner portions and buds show creamy tints. By disbudding a local mum fancier produced plants with 8 to ten 6-8" flowers on 40" stems. Has withstood 29° without significant damage which is most unusual for a white mum. Blooms from late August. Last but not least, the plants are extremely winter hardy. NOTE - Do not confuse with another variety bearing the same name which has been in commerce for years and which is smaller and later. 9.00

MORE UNIVERSITY OF NEBRASKA FAVORITES

CODY - This variety is generally conceded to be one of the very best cushion mums available. New flowers continually cover the old ones so that the plant never becomes unsightly. Plants are perfect flat topped 10-12" cushions growing up to 40" across. Color of the 2" flowers vary from white with rosy lavender edges in hot weather to glistening violet in cool weather. Mid July on. 8.00

E.H. HOPPERT - This variety we believe to be the finest summer flowering mum. The flowers are of an unusual form with long strap-like twisted petals which are perfectly whorled in the center. Individual blooms measuring 3-5" across are a light yellow in late July, later taking on buff and bronze hues during cool weather. Flowers are borne in clusters on good stems for cutting. Fine for corsage work. 8.00

W.P. SNYDER - One of the finest garden mums and certainly one of the most brilliantly colored. Clusters of tightly double 3" flowers of bright coppery apricot. Flowers very frost tolerant. Plants winter hardy. 8.00

GENERAL LISTING OF MODERN NURS

Rooted Cuttings, per 100

- APRICOT SPOON (Lehman) A very attractive variety with apricot-rose spoons and tubes of apricot bronze. Very frost tolerant. \$7.00
- BEACON (Lehman) Huge 4" flowers of coral apricot to flaming nasturtium orange. Plants 30" tall. Early October. 8.00
- CANARY WONDER (Bristol 1951) Lovely canary yellow sport of White Wonder. A fine long stemmed pompon for cutting. 30" plants (taller on rich soil). Short plants fine for potting. Late Sept. 11.00
- CANARY - A recent sport of the superlative Martin's White. Large incurved 3-5" flowers cover uniform 15" mound-like plants in early Sept. One of the very best for potting. 11.00
- CARMINE QUEEN (De Petris) Long stemmed clusters of carmine-red pompons. Attractive dark green foliage. A husky grower - 30" plants. An excellent early October cut flower. 9.00
- CECIL BEED (Wallie's Gdns) The finest early large pink. Bright rose pink 3" flowers on bushy 28" plants. Fine stems for cutting. A favorite with visitors here each year. Sept. 1st. 10.00
- DREAM GIRL (Floralano) A charming formal bright lavender-pink pompon of good substance. Fine long stems for cutting. Early Oct. 8.00
- EDITH (Conard-Pyle) A sturdy, nicely branched plant of medium height bearing 3" very double flowers of a stunning Aster purple. Quite frost tolerant and holds its color well. Early October. 13.00
- GOLDEN MEMORIES (Rosebud) Nicely shaped 20" plants with sprays of golden yellow buttons. Early Sept. Fine for potting. 9.00
- HAPPY (Woolman) Perfect 10-12" mounds covered with double golden yellow flowers. One of the recently imported English Lilliputs. The finest yellow cushion. Late Sept. 10.00
- HOLIDAY (Kraus) Massive 4" flowers of bright orange gold with darker domed centers. 24-27" plants of good form. Fine for cutting or as pot plant when grown shorter. Late Sept. 10.00
- HUNTSMAN (Bristol) One of the best large reds. A sturdy 30" bush with fiery orange scarlet overlaid walnut bronze 3" flowers. A very showy landscape variety and excellent cut flower. Oct 1st. 8.00
- LEE POWELL (Kraus 1951) Husky upright 30" plants with large soft chinese yellow to orange yellow quilled flowers. One of the showier new ones. Very hardy. Sept. 25th. 9.00

- LIMELIGHT** (Floralane 1951) An outstanding large informal pompon. Soft primrose yellow with deeper centers. Flowers of good substance. An excellent keeper when cut. Nice as pot plant also. Sept. 20th. 11.00
- MING** (Kraus 1951) Large stiff petaled double chinese yellow to chinese orange flowers resembling Calendulas in form. Normally 24" tall but fine for potting when plants are kept short. Sept. 20th. 10.00
- OLIVE LONGLAND** (Kraus) A lovely blend of peach, faun, pink and gold. Three inch double decorative flowers on bushy 24" plants. A favorite for several years now. Very hardy. Sept. 20th. 7.00
- PINK SURPRISE** (Rosebud) A very vigorous grower - 2ft plants and quite wide. Soft lavender pink 3" flowers with rolled petals to give "Cactus-type blooms. Very frost tolerant. Sept. 20th. 9.00
- ROUGE CUSHION** (Lehman) The finest dark red cushion. Compact 18" plants with attractive dark green foliage. A real favorite with our visitors. This variety was a sell-out when potted. Late Sept. 10.00
- ROYAL GEM** (U.S.D.A.1951) Very double garnet red flowers with stiff incurved petals. One of the deepest colored mums. Nicely shaped upright plants for potting and for cutting. Late Sept. 9.00
- SPARKLE** (Martin) One of the best new cushions. 12" mounded cushion plants with two toned orange-scarlet and golden yellow double flowers. Flowers quite frost resistant. Fine for potting. Sept. 15th. 9.00
- STARDOM** (Wallie's Gdns) Double 3" flowers of bright deep bronze and orange atop 24" stems. Nicely shaped plants. Late August. 10.00
- VIRGINIA** (Conard-Pyle) A new variety from the producers of such outstanding varieties as Betty and Edith. A fine lavender pink that looks rosy pink in bright sunshine. 30" plants. Late Sept. 15.00
- WHITE TOWER** (Becker) The finest white cut flower pompon. Fine upright 30" plants. Long stiff stems with clusters of perfect 2" Ball-shaped flowers with creamy centers. A great improvement over White Wonder. 8.00
- WHITE EAGLE** (English) A most impressive English variety. Very large white flowers with shaggy, cactus-like long reflexing petals. Oct. 1. 12.00
- YELLOW ERMINE** (Floralane 1951) A fine informal pompon of soft lemon yellow. A splendid new sport of Ermine. Fine for cutting. Oct. 1st. 10.00

DELIVERY DATES

Cuttings of all varieties will be available for delivery, subject to prior sale beginning February 23rd except PATHFINDER which will be available after February 1st. Orders will be booked and filled in strict rotation, following as nearly as possible the desired delivery date which you indicate on order sheet.

BANDED PLANTS

In addition to rooted cuttings we will be able to furnish in somewhat limited quantities strongly rooted, nicely branched plants in 2" Vita-bands. These are the equivalent of 2 -1/4" to 2-1/2" pots. Banded plants will be available from late March until June 1st. Price schedule on these is given below.

<u>R. Cuttings</u>	<u>Banded Plants</u>		<u>R. Cuttings</u>	<u>Banded Plants</u>	
<u>per 100</u>	<u>per 10</u>	<u>per 100</u>	<u>per 100</u>	<u>Per 10</u>	<u>Per 100</u>
\$7.00	\$1.40	\$12.00	\$11.00	\$1.75	\$16.00
8.00	1.50	13.00	12.00	1.85	17.00
9.00	1.50	14.00	13.00	2.00	18.00
10.00	1.65	15.00	15.00	2.20	20.00
			20.00	2.75	25.00

SPECIAL COLLECTIONS

Nebraska Mums - 25 cuttings each of Arapahoe, ~~Platycodon~~ *Pathfinder*, W.P. Snyder and White Cloud. A \$12.25 value for \$11.00.

WHITE MUMS - 25 cuttings each of Fascination, Gold Heart, Spindrift, White Cloud and White Tower. A \$13.75 value for \$12.50

NOVELTY CUT FLOWERS - 25 cuttings each of Gold Spoon, Fascination, Malinda Brown and Pink Surprise. A \$11.25 value for \$10.00

MORE CUT FLOWERS - 25 cuttings each of Arapahoe, Fascination, Lincolnton, Malinda Brown & Pathfinder. A \$16.25 value for \$14.85

TERMS OF SALE

1. Five plants will be furnished at 10 rate, 25 at 100 rate.
2. Cash with order please, unless credit arrangements are made. No C.O.D. orders will be accepted.
3. Shipment will be made by Express F.O.B. Lincoln, Nebraska unless otherwise requested.
4. Our responsibility ends with delivery to forwarding agency of plants in good condition. In the event of poor shipment please file report with company and notify us at once.

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WHOLESALE ORDER SHEET

FIRM NAME

ADDRESS

CITY AND STATE

WHEN REQUIRED

SHIP VIA

Quan.	Grade	Variety	Amt.	Quan.	Grade	Variety	Amt.
						Amt. brought fwd.	
		Alpinglew				Lincolight	
		Arapahoe				Molinda Brown	
		Beacon				King	
		Blushwhite				Clive Longland	
		Brigadier				Osceola	
		Canary Wonder				PATHWINDER	
		Carmine Queen				Pink Surprise	
		Cecil Bood				PLAINSMAN	
		Cody				Pumpkin Moon	
		Dream Girl				Royal Gem	
		Edith				Rouge Cushion	
		E. H. Hoppert				Sparkle	
		Fascination				Spindrift	
		Gold Spoon				Stardom	
		Golden Memories				Tocumseh	
		Happy				Virginia	
		Holiday				White Cloud	
		Huntsman				White Eagle	
		Jubilee				White Tower	
		Leshara				Yellow Erming	

SUB TOTAL

GRAND TOTAL



Sec. 94.66 P. L. & R.

SPRING TRADE LIST
OF
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3100 Leighton Ave., Lincoln, Nebr.

Librarian
U.S. Dept. of Agr.
Washington, 25, D.C.

